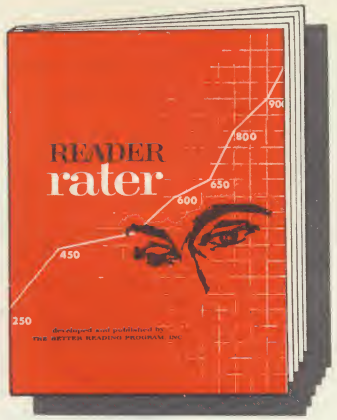


How fast can you read?

HOW MUCH DO YOU UNDERSTAND?

How much do you remember?

NOW...you can quickly find out with this unusual *Free Gift*

It's the READER RATER - a fascinating, new kind of book that will quickly and accurately measure your speed, retention, vocabulary and a dozen other vital skills in a series of short, revealing quizzes.

What's it worth? About $3.00, if you could buy it - but a hundred times more in the valuable discoveries you are bound to make about your reading habits and any hidden faults that limit your present capacity.

WHY DO WE NOW OFFER IT TO YOU -- ABSOLUTELY FREE?

To introduce you and your family to the most rewarding approach to better, faster and more retentive reading ever developed...

> The RAPID READING KIT, a famous self-help program now proven so easy and effective, it's GUARANTEED in writing to at least DOUBLE your capacity for reading ... IN LESS THAN 20 DAYS!

And, as a parent, you may be glad to learn that the VISUALIZER, the newly perfected "teaching machine" now used in our system, can help even first-graders advance by several full grade levels in reading performance.

Indeed, in minutes a day it can teach anyone to comprehend entire phrases at a glance - the very same method with which we helped the late President Kennedy reach 1,200 words a minute. (See enclosed news story.)

NOW, SEE HOW EASILY YOU CAN DO IT - AT NO RISK OR EXPENSE!

The reliability of the RAPID READING KIT has now been tested in over 250,000 private homes with results so startling, we now invite you to...

> Try it FREE for 7 DAYS! Boost your speed by 30% or more in your very first week, or pay nothing ... and keep the valuable READER RATER for giving this unusual program a chance to prove itself.

Yes, mail your FREE TRIAL CERTIFICATE now. Within 7 days after you receive this program it must have you well on your way to a lifetime of faster, easier reading - or it costs you absolutely nothing!

Over, please...

THE BETTER READING PROGRAM, INC. • 230 EAST OHIO ST. CHICAGO, Ill. 60611

Mrs. J. Mathis, JAMES LICK HIGH SCHOOL, San Jose, Calif.

We ask you to try this program so we can remove any skepticism you now may have about our uncommon claims for it...and the most sensible way to do this is to have you experience the extraordinary results for yourself.

See for yourself how quickly and surely this amazing new method can boost your reading power while erasing any faults that now hold you back:

No more reading WORD-by-WORD! No more REreading to find lost thoughts. No more mind wandering...nor dozing. No more need to skip words or sacrifice meaning when you want to speed up!

Imagine the satisfaction you'll feel when suddenly you can devour an entire book in one evening - with more understanding and pleasure than ever before. Think how gratifying it will be when soon all those papers, books, and magazines no longer have to pile up, UNREAD, around your home or office.

THOSE WHO READ MORE, KNOW MORE ... AND THUS, ACHIEVE MORE!

Knowledge is power! And nothing can expand your knowledge so much as a capacity to read more swiftly, widely and well. By keeping you more fully informed about everything that interests you, it will add new brilliance to your conversation, authority to your opinions and force to your personality. Nor can anything do more to increase your pleasure and enrich your life.

Indeed, there is no more positive way to extend your horizons, advance your career, elevate your status - and ENLARGE YOUR INCOME. Nor can any other investment of so little time or money bring you such bountiful rewards -- immediately, and in all the challenging years ahead!

HOW CAN THIS ONE PROGRAM HELP YOU GAIN SO MUCH, SO QUICKLY?

In recent years, startling discoveries have been made about the way our eyes behave while reading. For example, you may feel as if your eyes move smoothly across each line of print. But they don't. Actually, they move in a series of rapid stops and starts...

Your eyes must STOP and FOCUS to flash a clear image to your brain.
Most readers will stop to focus on every word - like this.
But good readers make half the stops and COMPREHEND WHOLE PHRASES.

Better readers can absorb more meaning, faster - because the human brain can grasp more understanding from words seen in groups than it can tediously piece together the limited meaning of each separate word!

The VISUALIZER helps you master phrase reading with surprising ease. It trains your eyes to seize ever larger groups of words - at split-second speeds. Thus, you're able to take ever larger visual bites from every printed page - with better mental digestion. Designed to improve your visual speed and span the exact amount you need at each 10-minute session, you get dramatic, measurable results the first time and every time you use it.

■ "... conducted six courses with your kits ... on the average the participants have increased speed at least 100%." **D. R. Burdick,** Chief, Training Branch, U.S. TREASURY DEPARTMENT, I.R.S., Seattle, Wash.

■ "... your program is neatly arranged, wonderfully easy to follow and the VISUALIZER a stroke of genius." **I. X. Burg,** Encino, California.

■ "I've been using your kit with marvelous results. As a student at UCLA you can understand what this improvement means to my studies." **Donald L. Klein,** UNIVERSITY OF CALIFORNIA AT LOS ANGELES.

■ "In a speech I gave last week, I made repeated references to your program and the benefits I got." **H. G. Wichser,** Indianapolis, Ind.

EXACTLY WHAT KIND OF RESULTS CAN YOU EXPECT?

This low cost, simple yet exceptionally dependable method has already helped tens of thousands of adults and young people across America:

> WESTINGHOUSE, BELL TELEPHONE, REMINGTON RAND, etc.; schools and colleges; the military and government -- all report it has more than DOUBLED speed while vastly improving comprehension and other vital skills. In just 4 weeks, it advanced 103 ninth-graders in Utah by more than three entire grade levels in reading ability!

Results like these, plus the many favorable comments from the 250,000 homes in which the RAPID READING KIT was also tested, now enable us to offer you this exciting new program - fully backed by the unprecedented guarantee attached to your FREE TRIAL CERTIFICATE.

WHO IS RESPONSIBLE FOR THIS REVOLUTIONARY NEW PROGRAM?

The Better Reading Program has been a leading pioneer of advanced systems and materials for improving reading since 1950. In the past 16 years, our staff has helped people of all ages and occupations with courses we conducted at CHRYSLER, BORG-WARNER, AMERICAN AIRLINES and 100 other giant firms, at our own schools, and with materials we have developed for children.

> Due chiefly to the expensive equipment needed, our earlier programs cost $100 per person and required 24 class visits.

However, for many years our staff has been working on a simpler, more practical approach which would reduce the high cost and eliminate the need for class attendance - but prevent any loss in effectiveness. Recently, in perfecting the VISUALIZER, we made the final, important breakthrough.

In countless tests, the VISUALIZER has produced results that actually surpass the expensive instruments it was designed to replace. Yet, it is so modest in cost, it is now included in every Rapid Reading Kit - along with other proven materials refined from our $100 programs. So, every member of your family can now get maximum benefits from this one, low cost program.

> With all the challenge of a game, this improve-at-home approach is rewarding fun and keeps interest at a peak for everyone. And, with no classes to attend, no tests to mail - you just don't fall behind!

HERE'S WHY OTHER PROGRAMS HAVE YET TO GUARANTEE RESULTS LIKE OURS... EVEN THOSE THAT COST MANY TIMES THE PRICE OF THE RAPID READING KIT!

The VISUALIZER is the heart of our program. It utilizes a scientific principle proven by the U.S. ARMED FORCES in training millions to instantly identify ships and planes. A refinement of the first device to successfully apply this principle for improving reading - it is our exclusive development! Thus, other programs still rely upon more costly machines, or on methods that demand more time and effort than ours - but have yet to guarantee any better, quicker or more lasting results despite their higher costs.

Over, please...

■ "...have used your program here for two years and have the very highest praise... We recommend your course without reservation..." **R. B. Morgan,** ADULT PROGRAM DIRECTOR, YMCA, CENTRAL BRANCH., WASH, D.C.

■ "I received my kit two days ago and am already astounded with my progress." **C. W. Davis,** Miamisburg, Ohio

■ "It will do every thing you claim, and then some. As proof, am buying kits for entire department..." **I. Kiem,** HELENE CURTIS CO.

■ "...a devoted user of your materials in my reading classes... also recommend purchase of your Kits to parents whose children will profit." **Mrs. J. Mallis,** JAMES LICK HIGH SCHOOL, San Jose, Calif.

ACT NOW! ENJOY THIS TRULY ASTONISHING HELP - IMMEDIATELY!

Try this remarkable program free! Within just seven days you must be delighted with your results and all this program can do for you, or simply return it at no cost or obligation - but keep the instructive, revealing READER RATER as our thanks to you for giving our program a fair trial.

But you must act promptly! This special offer will expire in 14 days. The liberal low price for this complete program may never be repeated, and it will cost considerably more if later sold in retail stores.

So don't delay! Swifter, wider reading is a necessity if you want to get ahead in today's rapidly changing world. Don't deny yourself or your children the vital advantages of this program. Send your FREE TRIAL form in the handy, postpaid-airmail envelope enclosed. Do it today!

Yours for better reading,

Ann Blair

AB:sw

(Mrs.) Ann Blair, Registrar

P.S. If you prefer, save even more by sending payment with your order. See your Free Trial Certificate for the cash saving and extra bonus you get. (Also save on your income taxes: If you use this program to improve skills for your business or employment, it is fully deductible.)

Parents Note!

INSURE your child's success with extra reading help NOW!

Vast differences in reading ability will be found in any group of readers. Yet, in today's crowded schoolrooms, the instruction is paced for an *entire group*—despite the fact that it is often too *fast* for some, too *slow* for others.

Even in schools where up to date aids like the VISUALIZER are used, equipment is shared by the group—depriving most students of enough practice to realize the full benefits.

So the odds are slim that in school your own child will get the personal attention and help so sorely needed to develop his or her full, inborn capabilities for reading and study.

Fortunately, students in grade school, high school or college can now get the *unrestricted* practice and *private* help they need in these crucial skills with the materials included in the Rapid Reading Kit.

Tests of these materials at various school grade levels prove they can advance even the slowest student by a full grade level or more in reading performance—in just a few weeks.

Even if your child now ranks as a superior reader at school, impressive improvement can be made with the help of this program. Since teaching methods now vary so widely, you may be unaware that at other schools students of the same age group may far surpass your child in terms of reading performance.

A shocking 57% of college hopefuls were not accepted this year because they couldn't read well enough or fast enough. Don't let this happen to your child. Prepare your child for the fierce competition ahead. Give your boy or girl this essential, extra reading help *now*.

SPECIAL NOTE: This program also includes FREE consultation service, if needed, for up to six months from the date of enrollment.

Try the Rapid Reading Kit

ABSOLUTELY FREE FOR SEVEN DAYS!

No matter how well you are now able to read, within your free trial period you are *guaranteed* at least 30% increase in speed—plus substantial gains in comprehension as well!

. . . JUST A FEW OF THE THOUSANDS OF SCHOOLS · COMPANIES · ETC. · THAT HAVE USED THIS SAME PROGRAM

Logan City Board of Education, Logan, Utah/Wesleyan University, Lincoln, Nebraska/Remington Rand/The Citadel, South Carolina/Woodward School for Boys, Washington, D.C./Canadian National Railways, Montreal, Canada/ Queens University School of Business, Kingston, Canada/Milwaukee Bible College/Pacific States University, Los Angeles, Cal./Board of Public Instruction, Clearwater, Florida/Acme Chemical Co., Milwaukee, Wis./U. S. Treasury, Internal Revenue Service/Benilde High School, St. Louis Park, Minn./Cambridge City Board of Education, San Antonio, Texas/U. S. Veterans Administration . . . and hundreds more.

HERE ARE SOME TYPICAL COMMENTS. FROM THE HUNDREDS IN OUR FILES...

". . . Anyone who . . . follows directions . . . can double."—J. R. Steelman, President, THE KOEHRING CO., Milwaukee, Wisconsin

". . . initial results greater than expectation. Ship us 120 additional Reading Kits for our office personnel."—G. W. Perkins, HUGHES AIRCRAFT CO., Culver City, California

". . . acquainted me with fundamentals of better reading which, unfortunately I had never learned in school."—G. H. Grove, Personnel Manager, SQUARE D COMPANY, Milwaukee, Wisconsin

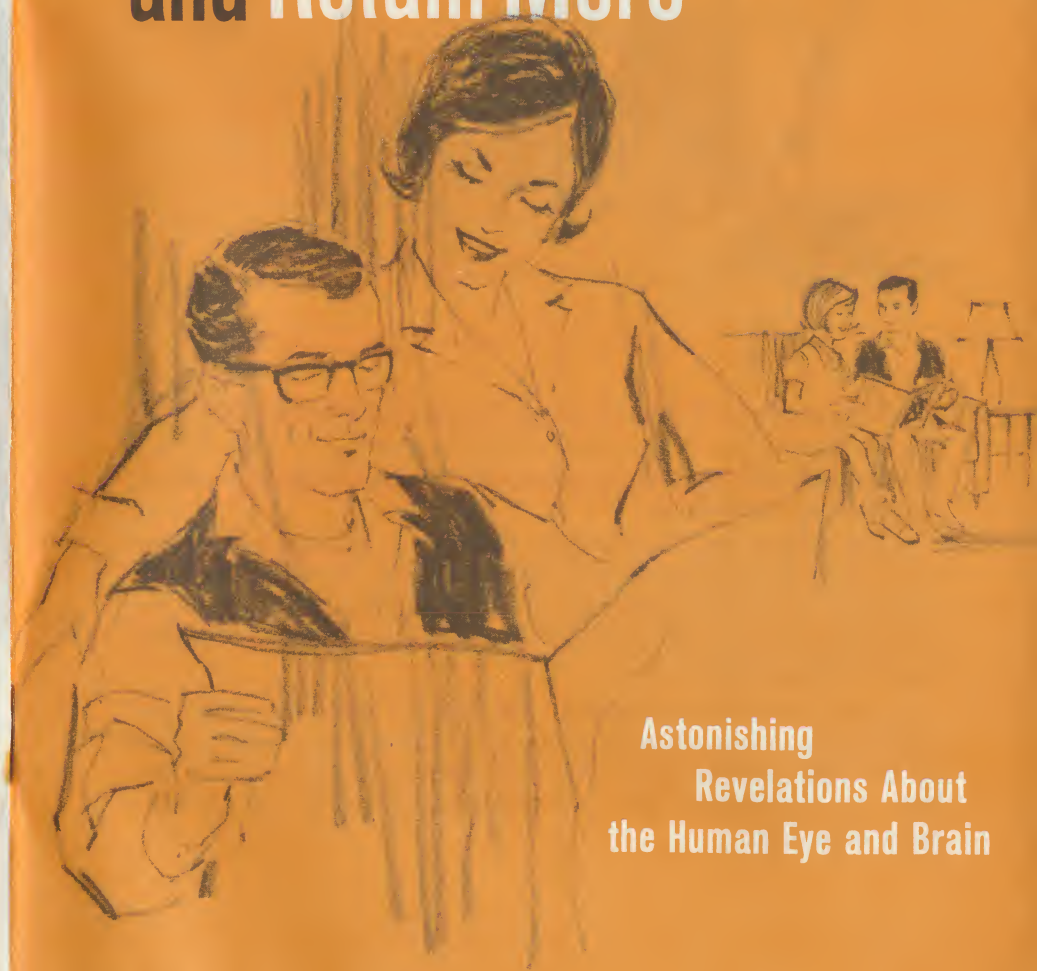
". . . comments so favorable, I'm personally introducing it to our base education officers. Few are familiar with the versatility of your product."
—Earle V. Hawkins, Captain, USAF, Chief Education and Libraries, Langley Air Force Base, Newport News, Virginia

MAIL THE FREE TRIAL CERTIFICATE TODAY

THE BETTER READING PROGRAM, INC.
230 East Ohio Street · Chicago, Illinois 60611

Reading Time: 4 minutes ...for advanced readers

How to Read Faster and Retain More



Astonishing Revelations About the Human Eye and Brain

My Big Chance

I've been with our firm for nine years now—on an executive level for the past three. We've been growing so fast that Bob Watts who started with us just six years ago already heads up another department at my level.

A few weeks ago, our division chief, J. J. Wilson, told us he was being promoted to Senior Vice-President—*so either Bob or I might move up to his vacated spot as a vice president.* J. J. was now absorbing his new work, so starting the next day he'd be dividing his old duties between us.

So this was it! Vice-President, the title I'd been hoping for all these years—a top job, big pay, private office—and a social boost for my wife and two kids. With my seniority, I had the edge on Bob. All I had to do was pull equal weight with him on this extra work load.

But that next morning was a real shocker. On my desk was a stack of mail higher than I had ever seen. I figured this had just piled up on J. J. during his changeover—but my secretary scotched that hope fast.

the Awful Challenge...

"This is only *your* half of J. J.'s *mail* for today." she said. Then she showed me a pile of technical reports that also had to be read and digested for a meeting that week. Just *half* of the chief's reading load was more than mine had ever been for an entire day!

Well, I read mail all morning. I skipped lunch and read all afternoon. At six that night, when everybody else was gone, I was still reading. I kept wondering when I'd ever find time to act on it all. And I had barely bitten into those reports or my own work.

How could J. J. ever manage to read *twice* as much as this . . . and still get everything else done?

That night I went home with a bulging briefcase. I barely spoke to my wife who was bothered because I had missed dinner with her and the kids.

I Was Buried

Sipping coffee, I read and worried 'til 2:00 a.m. What was I going to do—lug home a pile of mail and reports every night for the rest of my life, or give up to Bob Watts and *miss* the boat?

The next morning there was a fresh stack of reading on my desk—and I still had to act on yesterday's pile. Between dictation, phone calls and trying to read the new mail . . . I was buried!

To top it off, at noon an important customer was waiting and I couldn't refuse to see him. When I went out to explain my dilemma, he grinned. "I've got just the cure for your ailment," he said—and dragged me out to lunch.

On the way, he told me about a remarkable new reading system *guaranteed* to solve my problem in a matter of days.

the Easy Solution

At lunch, taking the "reading kit" that teaches this new system out of his briefcase, he showed me how quickly it can help anyone learn to grasp the meaning of *entire phrases* at a glance—instead of just one word at each glance.

An amazing little instrument in this kit challenges your eyes to see much faster and better than you'd believe possible. With it, he soon convinced me I could instantly learn to absorb more meaning from every reading minute—and that I'd never again have to *skip* over words in order to read more rapidly.

It works like this. A shutter flashes past a little window to expose a different group of words at each split-second flash. It happens so fast, on the first few phrases I saw only a blur. Then, suddenly, I saw one three-word phrase after another—*perfectly*, and at *1/100th second!* What a thrill!

But when he proved that *he* could see *five* words at that fantastic speed, I was really sold. Then he explained what was happening. This little gadget was simply helping us use an inborn power of our eyes that we had never learned to fully use before. With practice I would learn to see more and more words at each glance —and easily transfer this ability to any printed page.

My New Outlook

Improved in 10 Minutes

To prove it, he set up a little test. He timed me while I read a newspaper article for a full minute. When he counted the words, I had read 273—which is about average.

It proved I was a *word* reader because I was *reading* no faster than I can *talk*. He explained that if, instead, I learned to read by *phrases*, I'd be able to take in *larger visual bites with better mental digestion.*

Then he told me something hard to believe. *In my first 10 minutes of practice, I could boost my speed at least 10%—and simultaneously increase my comprehension.*

Well, I took the ten minutes right there. I flashed about 40 phrases. Then, he timed me on another newspaper item. And by golly, he was right. This time I read 309 words a minute, *more than 10% faster!*

And when he asked me questions on what I'd read, my recall was 100%. Was I excited. After just those first few minutes of practice I would now save a full hour on the reading I had to do that afternoon. Goodbye, homework! Poor Bob Watts. If I continued with this system, he could never catch me now!

Well, of course, I borrowed his kit until I got one of my own. It's more like a game than a course, and it has complete materials for an entire family. One big advantage is that it automatically measures your improvement—so there are no long lessons to write out and nothing to mail.

HOW I DOUBLED MY READING CAPACITY —in only 10 half-hour sessions!

I began with the READER RATER Booklet No. 1 (A) which scored me on my initial speed, comprehension, recall, vocabulary —and a dozen other important reading skills which I learned *also* contribute plenty to more efficient reading.

After this, each entire session took only about 30 minutes. As my visual speed, span and accuracy all continued to increase, I simply flashed SLIDES (B) with longer and longer phrases on them in the VISUALIZER T.M. (C)

(A Typical Slide)

THE COMPLETE READING KIT

Each session ended with my reading of a timed 1,000-word article in the READING SKILLS (D) practice book. These articles are loaded with other helpful tips which boost reading effectiveness. The same articles also measured my day by day improvement in both speed and comprehension so I knew I could easily transfer my increased reading ability to *any* printed page.

And that's all there was to it! I not only doubled by my tenth session, but when I tested myself with READER RATER Booklet No. 2 (E) after 20 sessions, I was reading *over 800 words a minute with a gain of over 15% in comprehension!*

How it Worked Out For Me

Even though I finished the course weeks ago, my speed is *still increasing.*

Efficient reading is like touch typing. Once you get the knack, the better you get as you continue to use it.

If I hadn't seen the results myself, I'd never believe that improving my reading could do so much for me. Not only did I soon dig out of that backlog, but I got so far ahead of Bob Watts that *I got my promotion two weeks later!*

I now cover my mail so fast, I can dictate my responses to it and other things right on the spot. This gives me valuable extra time for thought and action.

J. J. was so impressed, he got kits for Bob and himself . . . and he's offered to buy them for all our employees who must read for their jobs.

And I've gotten other benefits I never expected. Reading is so easy now, I often finish a book in a single evening—with plenty of time left over for the family and TV, too. I not only get more out of newspapers, but each week I also read several magazines from cover to cover—as well as the important trade publications in our industry.

Now, We Understood Our 8 Year Old

As parents do, while talking to other parents, we often compared Johnny with other kids his age. From this we had the feeling that he was just getting by—better than most his age, but too far behind a few we honestly felt weren't that much brighter than Johnny.

Though his school had often told us he was behind in reading, we never really knew *why*. But, by testing him against the other kids with the JUNIOR SLIDES (F) in the kit, we soon were able to *find out* why!

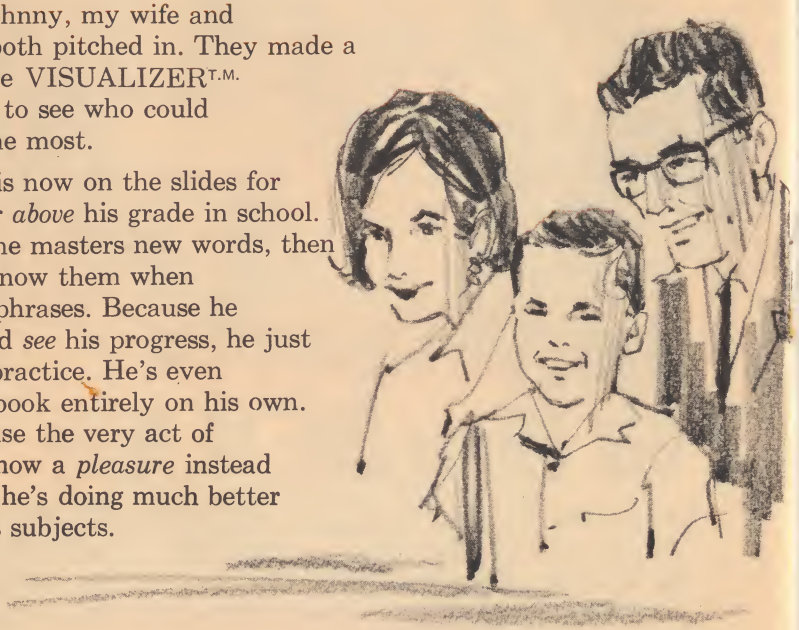
You see, the PARENT'S GUIDE (G) in the kit explains how most schools today expect each child to know a certain *list of words* for each school grade. In fact, many school books are limited to these same *standard word lists*. So, the more words a kid knows, obviously, the more he gets from his books.

The JUNIOR SLIDES are also based on the same word lists —with sets of slides for each school grade, from first on up. Well, while Johnny's friends knew most of the words on the slides for their school grade, Johnny didn't. He did well only on the slides *an entire year below* his grade in school.

No wonder he was lagging behind. No wonder he was so slow with his lessons and never read a book that he didn't have to. *He simply didn't read well enough to enjoy it!*

We Took Immediate Action

To help Johnny, my wife and daughter both pitched in. They made a game of the VISUALIZER[T.M.] competing to see who could improve the most.



Johnny is now on the slides for kids a year *above* his grade in school. Each day he masters new words, then learns to know them when flashed in phrases. Because he can *feel* and *see* his progress, he just loves the practice. He's even reading a book entirely on his own. *And*, because the very act of reading is now a *pleasure* instead of a *chore*, he's doing much better with *all* his subjects.

Now, My Whole Family is Out in Front

Not only is Johnny doing better with his lessons, but my teen-age daughter tells me she's going to make the honor roll for the first time this year. Suddenly, she's become a student! Maybe it's because she now gets her homework done with plenty of time left over for fun.

As for my wife, she's already joined two book clubs. And, because her wider reading keeps her so much more informed, she's got new confidence, now, whenever we're socializing with the company's big brass.

What's more, we're finding each other much more *interesting* now that we all have so many new ideas to talk about from our reading. I should also mention how playing with that kit got our little family back *together*. For once, we were all sharing an interest in the same thing at the same time.

the Best Investment I've Ever Made

I just hate to think what might have happened to me if I hadn't improved my reading ability when I did.

And seeing how much it also helped my wife and kids, I'm more and more convinced that no other investment so small as the cost of that kit could ever pay bigger lifetime dividends.

Just think, with all the fierce competition for college entrance these days, both my kids now have a far better chance to get in and stay in. And, later, they won't have half the struggle to get ahead that slower readers are bound to face.

Serving America Since 1950

The experts who developed this helpful program introduced the first reading improvement system of this kind back in 1950. The same materials and method that helped *us* have also helped over 250,000 other adults and youngsters.

Even a President of the United States, the late John F. Kennedy followed their method. He gave them credit for his startling improvement in reading back when he was still a Junior Senator. (He boosted his speed to a startling 1,200 words a minute.)

What's more, this very same reading kit is now being used in over 1,800 schools and colleges all over the world—and also in hundreds of companies, military establishments and government offices.

Why Don't You Try It, Too?

With results so remarkable, the publishers of this program are now willing to let you try it before you buy it—FREE!

Obviously, they must be absolutely sure you'll get the kind of results they *guarantee*—or they wouldn't dare to make such a generous offer.

Give This Amazing Program
The Fair Trial It Deserves!

PRINTED IN U.S.A.

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FIRST CLASS
PERMIT No. 40745
Chicago, Illinois

BUSINESS REPLY MAIL no postage stamp necessary if mailed in the United States

VIA AIR MAIL

Postage will be paid by

The Better Reading Program

230 East Ohio Street
Chicago, Illinois 60611

Be Sure To Fill Out and Enclose Your

Free Trial Certificate

NOTICE: It is against regulations to use this envelope for any purpose other than that for which it was intended.

FREE TRIAL CERTIFICATE

BA

Entitles You To SPECIAL PRICE *Plus* VALUABLE FREE GIFT(S)
(See pictures and details of this unusual program on other side)

Certificate Number:
(non-transferable)

HS 217

THE BETTER READING PROGRAM, INC.
230 East Ohio Street • Chicago, Illinois 60611

CHOOSE ONE OF THESE EASY WAYS TO ORDER . . .

I want to try the RAPID READING KIT (Deluxe Basic Edition) on approval, in accordance with your *Unconditional Guarantee.* Under either plan, if I mail this Free Trial Certificate within 14 days, I'll ***also*** get the helpful and instructive $3.00 READER RATER Book One—***free to keep!***—even if I later return the other parts of the program:

Check One

☐ 1. ***Installment Plan:*** After 7 days of free trial use, I'll return all but the READER RATER (Book One) for full credit—or I'll send just five monthly payments of $4.20 each to pay the special, low $19.95 price and $1.05 for shipping costs. (Total: $21.00)

☐ 2. ***PREPAID PLAN saves me $4.05—with an EXTRA BONUS!*** By enclosing just $19.95 now (as full payment) *I save the $1.05 shipping charge.* In addition, for reducing your billing costs, I also get an ***extra*** $3.00 READER RATER (Book Two). Then, if I later return the program for full refund, I keep ***both*** READER RATER books (a $6.00 retail value) ***at absolutely no cost to me!***

CHECK ONE: ☐ Payment Enclosed ☐ Bill me later ☐ Invoice my company

NAME ☐ Mr. ☐ Mrs. ☐ Miss (Please Print)_____

COMPANY NAME (if to be invoiced)_____

STREET ADDRESS_____

CITY_____ STATE_____ ZIP CODE_____

SIGNATURE_____ Age(s) of children_____

☐ Also send special prices for_____Schools_____Companies_____Other_____
(please describe)

MAIL TODAY! THIS SPECIAL OFFER EXPIRES IN 14 DAYS!

(DETACH HERE)

This valuable, revealing

READER RATER *is yours FREE!*

Discover how you and your children rank as readers—and how you compare against population averages . . .

A $3.00 VALUE IS YOURS

. . . if you mail your Certificate within the next 14 days!
Not Available Elsewhere

This revolutionary new booklet accurately evaluates your reading abilities: speed, comprehension, vocabulary, etc.—and immediately detects any hidden faults which now hold you back. Simply pin-punch your responses to the brief, entertaining quizzes—and find your results instantly registered on the ingenious *Self-Scoring Profile.*

• ". . . the Reader Rater is a highly reliable measure of reading speed and comprehension."
M. Tondow, Dean, CHICAGO TEACHERS COLLEGE

OUR UNCONDITIONAL GUARANTEE

RETAIN THIS VALUABLE GUARANTEE

DOUBLE YOUR READING CAPACITY

WITH THIS PROVEN READING IMPROVEMENT-SYSTEM, OR IT COSTS YOU NOTHING!

1. Within the first week, the program must increase reading speed by *at least 30%* and dramatically improve comprehension—for any reader in your family who tries it.

2. If you then decide to continue with the program, it must *at least DOUBLE* your reading speed and further improve your overall effectiveness on books, magazines and all other reading matter—*all within less than 20, half-hour sessions.*

3. It must also advance any school-age young people who use it by *one full grade level or more* in reading performance . . . *in less than 20, half-hour sessions.*

If for any reason you are not completely delighted with results, return the program at absolutely no cost or obligation to you.

Signed: Steven Warren
President, **The Better Reading Program, Inc.**

MAIL TODAY! THIS SPECIAL OFFER EXPIRES IN 14 DAYS!

This outstanding reading improvement system comes to you in a handsome gift box complete with everything you need . . . *FOR BETTER, FASTER READING*

1. THE VISUALIZER
This newly perfected key to more effective reading takes only a few minutes a day, but gives amazing lifetime results. A remarkably efficient instrument which quickly helps anyone to comprehend entire phrases at each split-second glance.

COPYRIGHT 1965-1966 • THE BETTER READING PROGRAM, INC.

2. READING SKILLS BOOK
Helpful 4-minute exercises develop many extra time-saving reading skills. Also measure speed comprehension and other gains for immediate feed-back of your results.

3. PROGRESS RECORDS
for session by session tally of VISUALIZER responses and a record of visual perception improvement.

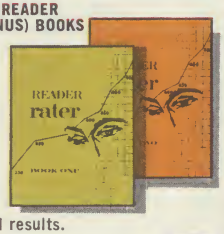
CONVENIENT STORAGE BOX
fits shelf or drawer.

an ideal GIFT!

4. IMPROVEMENT GUIDE BOOKLET
Easy, step-by-step procedure for adults and young people plus other valuable applications of VISUALIZER for better spelling, vocabulary, etc.

5. PRACTICE SLIDES
Two complete sets (one for adults, one for juniors). Each contains over 900 special sight-targets for mastering instant comprehension of phrases (up to 5 words long)—at amazing speeds . . . up to 1/100 second!

ALSO, TWO READER RATER (BONUS) BOOKS



Book One pinpoints essential skill levels at start of program; Book Two measures skills at end of program—plus overall results.

The Better Reading Program, Inc.

- **these letters reprinted with the permission of Rev. J. Donovan.**
- **they are typical of comments from educators all over the world.**

College of Our Lady of the Ozarks

OBLATE FATHERS — CARTHAGE, MISSOURI

Better Reading Program, Inc.
230 East Ohio Street
Chicago, Illinois

Dear Mr. Warren:

In the middle of February, I ordered, with some skepticism, one of your Rapid Reading Kits. Receiving the kit, I began working with two senior high school students. On February 21st, each was reading at the rate of about 265 words per minute. Today, each is reading at about 500 words per minute. The thrill they have received from this progress is almost unimaginable.

The success of these two students has been widely broadcasted among the other students. With the aid of only one kit, I cannot help all the other interested students.

Please rush me the information on bulk orders.

Sincerely yours,

Fr. James Donovan, o.m.i.

Rev. James Donovan, O. M. I.

Please send me another 35 Reading kits.

Of the 100 kits I purchased last May, I have only three left. The kits that I sold have traveled to all parts of the country. Most of these kits were sold to our students who come here from 18 different states.

Next week, I am to discuss this reading program at the two diocesan teachers meetings. At these meetings will be representatives from all the Catholic schools in the diocese. Could you rush me some literature that I could distribute at these meetings?

Very truly yours,

Fr. James Donovan, o.m.i.

Rev. James Donovan, O.M.I. - 30-667

"... delighted with your RAPID READING KIT. After four lessons, I've added 125 words to my reading speed ... anxious to secure several more for the school ..." Mrs. G. S. Kennedy, Guidance Counsellor, Pass Christian, Miss.

"Little did I realize so small an investment would bring such benefits and immeasurable satisfaction to so many young people! ... a sizeable number doubled their reading speed and some tripled or more." Mrs. E. L. Sams, Chmn. Dept. of English and Teacher of Developmental Reading, Farragut High School, Chicago, Ill.

"... was so elated with excellent improvement of our students in reading skills, I am most anxious that students here at the Addis Ababa American School have the same opportunity." B. Jacobsen, USAID to Ethiopia.

"... highly impressed with the practical and individual application as an aid to both children and adults." H. A. Crowe, Canadian School of Reading Development.

"... proved of value to every single member of 92 participating ... uses individual approach and is organized to be eminently successful ..." Mrs. M. T. Robinson, Teacher, Logan Junior High School, Logan, Utah.

"... have used the RAPID READING KIT for past five years ... have found it to be an invaluable aid for business executives and professional people ..." L. Anapolle, O.D., Pres., Massachusetts Society of Optometrists.

MAIL YOUR FREE TRIAL CERTIFICATE – TODAY!

SPECIAL REPORT

SEE THE NEWS STORY INSIDE
... ALSO PROFESSIONAL
ENDORSEMENTS ON BACK

HOW PRESIDENT KENNEDY USED OUR METHOD TO BOOST HIS READING SPEED TO

1200 WORDS PER MINUTE!

a reprint from the *Chicago Daily News* ·
May 13, 1961

PRESIDENT DEVOURS BOOKS, PAPERS, MAGAZINES

Johnny Can Read...and Does*

BY ESTHER WOHL *Chicago Daily News Service*

WASHINGTON—Down on the ground floor of the White House, beneath the public rooms, is a library. Books line the room all the way round. They are on loan from the Library of Congress, sent at the request of President Kennedy. They cover all kinds of subjects.

This Johnny can read. He reads newspapers first thing in the morning. Between appointments all during the day he snatches the meat out of magazine articles or government reports. At night—except when social necessities require him—and on weekends at Glen Ora, he settles down with a book.

He buys books, although they "haven't seen him lately" out at the Saville Book Shop in Georgetown, near his pre-Presidential house. Most of the books are supplied by the Library of Congress, which, when he moved into the White House, put 200 books about the presidency on the empty shelves in the Cabinet Room.

There are books in his private quarters in the White House, library accommodations in his office. His private books were taken from the Georgetown house to Glen Ora . . .

* * *

The President, about 1954 or 1955, attended meetings of the Foundation for Better Reading*, in Baltimore . . . President Kennedy attended a few classes in speed reading, then, having picked up the idea, continued to practice speed in reading.

He isn't sure, but thinks that at the beginning of the course he could read something better than the average of 250 words a minute. He increased his speed to a fast 1,200 words a minute . . .

***Note:** IN 1958, our name was shortened to the **Better Reading Program.**

Since the time when our late president attended this program, the method has been further improved and simplified.

The result: Today, more than 250,000 men, women, and school-age youngsters have made extraordinary improvement in their reading speed **and** comprehension quickly and easily—in the privacy of their homes—with the now widely acclaimed **Rapid Reading Kit.**

Join the thousands who have already become rapid, skillful readers this easy, proven way. To examine and test how much this same program can help you—mail your **Free Trial** Certificate promptly.

over, please . . .

(Though not everyone can equal the startling results achieved by our late president, you are **guaranteed** that you can at least **double** your reading capacity.)